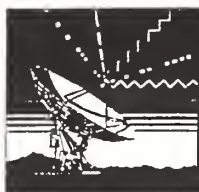


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# Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2731

September 15, 1995

**CROP PRODUCTION ESTIMATES DROP** -- Dry weather may be one reason U.S. Department of Agriculture officials have toned down their crop production forecasts. Corn production is expected to drop 22 percent from 1994 record high production, down to 7.83 billion bushels. Corn yields are expected to average 121.1 bushels per acre, a drop of 4.5 bushels from last months prediction and 17.5 bushels lower than last year. Soybean production is forecast higher than previous estimates, at 2.28 billion bushels. That's up 2 percent from the August forecast, but still 11 percent below the record high of 1994. USDA statisticians expect soybean yields of 37 bushels per acre, just over half a bushel higher than they predicted in August, but almost 5 bushels below 1994 yields. Cotton production remains at record high levels, in spite of a 7 percent drop from last month. Officials predict 20.3 million bales in cotton production, up 3 percent from 1994. Wheat production is also a bit lower than first predicted. Analysts say we can expect 2.19 billion bushels of wheat production, down 2 percent from August and 6 percent from 1994. Yields are expected to average 35.9 bushels per acre, a drop of 0.7 bushels from a month ago. **Contact: Crops Branch (202) 720-2127.**

**WORLD COTTON PRODUCTION LOWER** -- USDA officials are now estimating lower crop production for 1995/1996 than they first predicted. Down 2.1 percent from last month's projections, estimates are for 88.8 million bales. Cotton production in the United States is forecast at 20.1 million bales, down 1.5 million from last month's forecast. Officials point out if those figures prove accurate, world and domestic cotton production would still be higher than it was in 1994/1995, both in the United States and in the world. Consumption of cotton products is expected to rise not only in the United States, but in the world. **Contact: Kenneth E. Howland (202) 720-9510.**

**DAIRY PRODUCTION ON THE RISE** -- We should only see a slight rise in global milk production. That's the outlook U.S. Department of Agriculture analysts predict for dairy markets in 1995. Rising less than one percent, world milk production is expected to be 379.9 million tons. European Union countries are expected to see a slight rise in production, while the United States, Poland, Australia and New Zealand are expected to post slight declines. **Contact: Ralph Butrow (202) 720-7400.**

**STILL HOLDING FOR U.S.-CANADA REPORT** -- The good news is that the United States-Canada Joint Commission on Grains has reached substantive agreement on it final report. The bad news is that report will be delayed. Due out on September 11, the Commission indicated the report would now be released by the end of the month. Established in 1994, the Commission is charged with making non-binding recommendations to the two governments for long-term solutions to existing bilateral trade problems for cereal grains and products. **Contact: Wayne Baggett (202) 720-2032.**

**EXTENSIONS FOR EXPIRING CRP CONTRACTS** -- Almost four out of five conservation contracts set to expire at the end of September have been granted extensions. That extension of contracts under the Conservation Reserve Program means 1.6 million acres will remain in the program for another year. The extension does not change producer's rental rates and conditions of the original contract still apply. **Contact: Bruce Merkle (202) 720-8206.**

**RECORD SETTING YEAR FOR WOOD EXPORTS?** -- Exports of U.S. wood products are on track for a record setting year, says a U.S. Department of Agriculture official. Wood product exports during the first part of '95 were up 11 percent from the same time frame last year and if they continue, exports for the year are expected to reach \$7.4 billion. Hardwood exports lead the way to the top five markets, Japan, Canada, Germany, the United Kingdom and South Korea. Foreign Agricultural Service Administrator Gus Schumacher says, "The steady growth in U.S. wood product exports provides greater income, new jobs and increased profitability for U.S. wood producers." He added, "A stronger forest products industry will lead to new investment in forest management, thus assuring a continuous supply of wood and fiber for the United States and the international market." **Contact: Donald Washington (202) 720-3101.**

**SUGAR ALLOTMENTS NOT NEEDED** -- Agriculture Secretary Dan Glickman says marketing allotments for domestic sugar will not be established for the first quarter of fiscal year 1996. Such allotments restrict how much domestically produced sugar processing companies may market in the United States. These determinations are made based on current sugar supply, demand and price estimates for fiscal year 1996. Glickman says the decision not to establish the marketing quota will mean a free flow of U.S. sugar in the domestic marketplace, benefitting both sugar producers and consumers. **Contact: Bruce Merkle (202) 720-8206.**

**FIRST EVER MEETING OF MARINE MAMMAL COMMITTEE** -- In late September, participants in the first ever Marine Mammal Negotiated Rulemaking Advisory Committee are scheduled to meet. The driving force behind the meeting is to come up with a rulemaking proposal to serve as an alternative to the current standards for the care of captive marine mammals. Although this is the first meeting, it is expected to pave the way for a series of meetings for marine mammal care. Some of the organizations taking part include the U.S. Department of Agriculture, the American Zoo and Aquarium Association, the Animal Welfare Institute and the American Association of Zoo Veterinarians. **Contact: Kathy Bonner (301) 734-8563.**

**IS IT REALLY EASIER FOR MEN TO LOSE WEIGHT?** -- Not only do men burn more calories while exercising, they burn more calories derived from fat. That's the conclusion exercise researchers came to after conducting exercise tests at the U.S. Department of Agriculture. Agricultural Research Service nutrition researcher Nancy Keim says a slow, moderate workout may be the best choice for women who want to burn fat and lose weight. But men, says Keim, can get good results from shorter, more intense workouts. For the study, 32 men and 32 women pedaled on exercise bicycles for five minutes at a time. From that study, researchers found women would have to exercise from 46 to 60 minutes to burn 300 calories, while men would only have to exercise for 28 to 35 minutes at the same intensity to burn the same amount of calories. Keim pointed out men not only burned more calories, but burned more fat calories. "That came as no surprise," says Keim, "because fat tissue in men is generally more responsive to the adrenaline produced during exercise." What did surprise Keim was that men with a higher level of body fat had lower fat-burning rates. **Contact: Nancy L. Keim (415) 556-8821.**

## FROM OUR RADIO SERVICE

**AGRICULTURE USA # 1998** -- In this edition of Agriculture USA, Brenda Curtis reports on how to use the many shapes, sizes and colors of evergreens for a beautiful front yard. (Weekly cassette -- five minute documentary).

**CONSUMER TIME # 1477** -- A fast-breaking cranberry story. Growing evergreens to enhance your landscape. The veggie detective. The new perma-press. Organic mulch for tomatoes. (Weekly cassette -- consumer features).

**AGRITAPE FEATURES # 1990** -- The United States is set to monitor Canadian grain imports. A safety net for farmers. World cotton forecast lowered. Shorter crops not a cause for alarm. Keeping an eye on international weather. (Weekly cassette -- news features).

**UPCOMING ON USDA RADIO NEWSLINE** -- Monday, September 18, agricultural income and finance. Tuesday, September 19, weekly weather and crops; sugars and sweeteners. Wednesday, September 20, agricultural outlook. Thursday, September 21, dairy outlook. Friday, September 22, livestock slaughter, agricultural trade update, catfish processing. Monday, September 25, livestock, dairy and poultry outlook. Tuesday, September 26, industrial uses of agricultural materials; weekly weather and crops. Wednesday, September 27, fruit and tree nuts yearbook. Thursday, September 28, tobacco world markets and trade. Friday, September 29, agricultural prices; hogs and pigs; small grains summary; grain stocks. **These are USDA reports we know about in advance. Our newslines carry many stories every day which are not listed in this lineup.**

**USDA RADIO NEWSLINES (202) 488-8358 or 8359.**

**COMREX ENCODED (202) 720-2545**

Material changed at 5:00 p.m., ET, each working day and 10:30 a.m. on crop report days.

## FROM OUR TELEVISION SERVICE

**FEATURES** -- Patrick O'Leary with two back-to-school reports: USDA's AARC center teaches students about career opportunities in agriculture; "Gee-whiz" in agriculture turns kids on to agricultural science.

**ACTUALITIES** -- Agriculture Secretary Dan Glickman talks about the importance of USDA's role in education and other topics (if available).

**UPCOMING** -- Patrick O'Leary reports on controlling soil erosion with space age polymers in California.

**SATELLITE COORDINATES** -- Thursday, September 21, from 3:45 to 4:00 p.m. Galaxy 6, C-band, Transponder 1, Channel 1 Downlink Frequency 3720 MHz, Audio 6.2 and 6.8. Monday, September 25, from 11:00 to 11:15 a.m. EDT. Galaxy 6, C-band, Transponder 1, Channel 1 Downlink Frequency 3720 MHz, Audio 6.2 and 6.8. If you have immediate downlinking difficulties, call Keystone Communications at (202) 737-4440.

**Comments and suggestions are welcome regarding USDA broadcast services.**

**Call Larry A. Quinn, (202) 720-6072; write 1618-S, USDA, Washington, D.C. 20250-1300.**

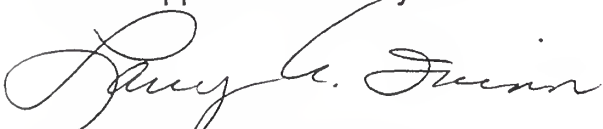
## OFF MIKE

**FARM PROGRAMMING**...returned to WKY Radio in Oklahoma City last month. The station is affiliating with Oklahoma Agrinet, reports **Ron Hays**. In years' past, personalities like **Russell Pierson** and **Ken Root** had broadcast daily information to WKY listeners in some 50 Oklahoma counties from the Kansas border to the Red River on the south. Ron and his associate, **Carey Martin**, now do reports at three minutes after the hour from 6 a.m. to 3 p.m.

**DOWN UNDER**...in Australia and New Zealand is where **Paul Pippert** (WHB/KMZU, Kansas City, MO) traveled earlier this year to talk with farmers and Agriculture Ministry officials. Paul spent 10 days in each country, and among the topics of discussion was the disengagement of government from agriculture in those countries. He hosts a daily half-hour talk show at 11:30 a.m. and often hears from farmers listening in their tractors, combines or pickup trucks.

**FOOTBALL PRODUCER**...is another job that **John Winfield** (Mississippi Network, Jackson, MS) takes on this time of year in addition to his farm broadcasting duties. For 13 years, he has been producer for Ol' Miss football coverage by his network. As president-elect of the National Association of Farm Broadcasters (NAFB), John is also program chairman for the upcoming annual NAFB meeting, November 8-12, in Kansas City. He says information and registration packets are available now about this year's program. **Joe Cornely** (WRFD, Columbus, OH), current NAFB president, will chair the November meeting.

**TOBACCO BUDWORM**...problem in Mississippi already may have claimed 150,000 acres of an estimated 400,000 acres of cotton that is produced in hilly areas, according to **John Winfield**. Two mild winters and an increasing resistance to pesticides have worsened the problem for Mississippi farmers this year.



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